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1. (previously presented) A system for returning recommendations related to a recorded program, comprising:

a DVD player for playing a disk containing media-stored content including text;

a TV communicating with the DVD player; and

a personal video recorder (PVR) including a processor coupled to the TV and receiving the media-stored content, the processor accessing at least one database to return recommendations based at least partially on a viewer-selected portion of the text or to record at least one broadcast program based at least partially on a viewer-selected portion of the text.

2. (canceled).

3. (previously presented) The system of Claim [[2]] 1, further comprising an input device manipulable to establish the selected portion.

4. (canceled).

5. (original) The system of Claim 1, wherein the database is updatable with information available on a wide area computer network (WAN).

6. (original) The system of Claim 5, wherein the processor accesses the WAN to update the database.

7-11 (canceled).

12. (previously presented) A system for linking content to viewing and/or shopping recommendations, comprising:

means for selecting alpha numeric characters that are part of a DVD content;

means for receiving the alpha numeric characters;

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means responsive to the means for selecting for automatically accessing a source of recommended viewing and/or shopping.

13. (original) The system of Claim 12, further comprising means for storing at least some of the content.

14. (canceled).

15. (previously presented) The system of Claim 12, wherein the means for selecting is a user input device.

16. (canceled).

17. (previously presented) The system of Claim 12, wherein the means for receiving includes a personal video recorder (PVR).

18. (original) The system of Claim 12, wherein the source of recommended viewing and/or shopping communicates with a WAN.

19. (previously presented) The system of Claim 12, further comprising media player means for playing media-stored content on a storage medium and sending the media-stored content to a television.

20 - 27 (canceled).

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